

# WFLA - Tampa

## Political Inquiry Form

To: Station Political File  
cc: Station Political Specialist  
HRP Political File  
HRP Office File

Date: 10 / 10 /12

Account Executive: Matt Oestreich Office: WFLA  
Name of Candidate: DCCC – Fitzgerald  
Political Affiliation: Democrat  
Election Date: 11/6/12 Type of Election: General  
City, Station Municipality: Tampa, FL  
Office Sought: 13<sup>th</sup> Congressional District

Inquiry Made By: Chris Vail  
Agency / Organization: Media Strategies and Resources  
Address: 11350 Random Hill Rd. Fairfax, VA 22030  
Telephone: (703) 877-2000 Fax: (303) 764-9956

Sponsoring Group / Committee: DCCC – Fitzgerald for Congress  
Address: 430 S. Capitol Street, S.E. Washington, D.C. 20003

Telephone: (202) 863-1500 Fax: \_\_\_\_\_

Committee Members... Steve Israel, Committee Chair  
Treasurer: \_\_\_\_\_ Other: \_\_\_\_\_  
Commercial Length: :30 Other: \_\_\_\_\_

Programs / Dayparts Requested: All

Station Offer: Same

Station Political Disclosure Statement:  
Submitted to: Chris Vail Date: 10/10/12  
Stations Requested: WFLA



# Station Buy Detail Tampa-St. Petersburg, TV

JM 112102402

Est ID: 12796

**Client:** DCCC-Fitzgerald for Congress

**Flight Dates:** Thursday, October 25, 2012 to Tuesday, November 06, 2012

## WFLA-TV

Program Name	DP	Length	Rate	Days		Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon
						Oct 25	Oct 26	Oct 27	Oct 28	Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05
WFLA 6a News	EM	M-F	\$1,450.00														
6:00 AM - 7:00 AM		30	\$1,450.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Today Show	EM	M-F	\$900.00									1					
7:00 AM - 9:00 AM		30	\$900.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Today II	DT	M-F	\$1,040.00				1										
9:00 AM - 10:00 AM		30	\$1,040.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
The Doctors	EF	M-F	\$450.00							1							
3:00 PM - 4:00 PM		30	\$450.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Dr. Oz	EF	M-F	\$600.00			1							1				
4:00 PM - 5:00 PM		30	\$1,200.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
WFLA 5:30p News	EN	M-F	\$900.00								1						
5:30 PM - 6:00 PM		30	\$900.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
WFLA 6p News	EN	M-F	\$2,250.00				1										1
6:00 PM - 6:30 PM		30	\$4,500.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Ent Tonight	PA	M-F	\$2,000.00			1								1			1
7:30 PM - 8:00 PM		30	\$6,000.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Office/Parks	PT	Th	\$4,800.00										1				
9:00 PM - 10:00 PM		30	\$4,800.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
WFLA 11p News	LN	M-F	\$1,250.00								1						
11:00 PM - 11:35 PM		30	\$1,250.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Tonight Show	LF	M-F	\$650.00											1			
11:35 PM - 12:37 AM		30	\$650.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
<b>Station Totals</b>			<b>\$23,140.00</b>			<b>2</b>	<b>2</b>			<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>			<b>2</b>
<b>Station Net</b>			<b>\$19,669.00</b>														

WFLA-TV

### Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

Matt Oestreich

200 S Parker St Tampa FL

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# Station Buy Detail Tampa-St. Petersburg, TV

Est ID: 12796

**Client:** DCCC-Fitzgerald for Congress

**Flight Dates:** Thursday, October 25, 2012 to Tuesday, November 06, 2012

## WFLA-TV

				Tue	
				Nov	
Program Name	DP	Length	Rate	06	Total
WFLA 6a News	EM	M-F	\$1,450.00	1	1
6:00 AM - 7:00 AM		30	\$1,450.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Today Show	EM	M-F	\$900.00		1
7:00 AM - 9:00 AM		30	\$900.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Today II	DT	M-F	\$1,040.00		1
9:00 AM - 10:00 AM		30	\$1,040.00		
Sold Out: Lowest Rate to Clear per WFLA.					
The Doctors	EF	M-F	\$450.00		1
3:00 PM - 4:00 PM		30	\$450.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Dr. Oz	EF	M-F	\$600.00		2
4:00 PM - 5:00 PM		30	\$1,200.00		
Sold Out: Lowest Rate to Clear per WFLA.					
WFLA 5:30p News	EN	M-F	\$900.00		1
5:30 PM - 6:00 PM		30	\$900.00		
Sold Out: Lowest Rate to Clear per WFLA.					
WFLA 6p News	EN	M-F	\$2,250.00		2
6:00 PM - 6:30 PM		30	\$4,500.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Ent Tonight	PA	M-F	\$2,000.00		3
7:30 PM - 8:00 PM		30	\$6,000.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Office/Parks	PT	Th	\$4,800.00		1
9:00 PM - 10:00 PM		30	\$4,800.00		
Sold Out: Lowest Rate to Clear per WFLA.					
WFLA 11p News	LN	M-F	\$1,250.00		1
11:00 PM - 11:35 PM		30	\$1,250.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Tonight Show	LF	M-F	\$650.00		1
11:35 PM - 12:37 AM		30	\$650.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Station Totals			\$23,140.00	1	15
Station Net			\$19,669.00		

WFLA-TV

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200 S Parker St Tampa FL

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**Media Strategies & Research - VA** **Keith Fitzgerald/ Dccc/ D/ Congress**  
 11350 Random Hills Road  
 Suite 670  
 Fairfax VA 22030  
 Submission Number 141 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> Keith Fitzgerald/ Dccc/ D/ Congress	<b>Submission Cost:</b> 23140	<b>Campaign Ref:</b> JM112102402
<b>Buyer:</b> Congress	<b>Client/Product/Estimate:</b> / /12796	<b>Sales Rep:</b> WFLA Political
<b>Schedule Dates:</b> 10/22/12 to 11/11/12	<b>Weeks:</b> 3	<b>Order Ref:</b>
<b>Est./PO Number:</b>	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Keith Fitzgerald/ Dccc/ D/ Congress	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
1	M-F 7a Today Show ..W...	03	900	30 Comme	Nbr of Spots	1		1	900
2	M-F 9a Today Show II ...F..	01	1040	30 Comme	Nbr of Spots	1		1	1040
3	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots	1		1	450
4	M-F 4p Dr Oz ...T...	03	600	30 Comme	Nbr of Spots	1		1	1200
5	M-F 530p News ..T....	03	900	30 Comme	Nbr of Spots	1		1	900
6	M-F 6p News ...F..	01	2250	30 Comme	Nbr of Spots	1		1	2250
7	M-F 6p News M.....	01	2250	30 Comme	Nbr of Spots		1	1	2250
8	M-F 730p Entertainment Tonight ...T...	01	2000	30 Comme	Nbr of Spots	1		1	2000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					4	8	3	15	

**Media Strategies & Research - VA** **Keith Fitzgerald/ Dccc/ D/ Congress**  
 11350 Random Hills Road  
 Suite 670  
 Fairfax VA 22030  
 Submission Number 141 Issue 1



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 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> Keith Fitzgerald/ Dccc/ D/ Congress	<b>Submission Cost:</b> 23140	<b>Campaign Ref:</b> JM112102402
<b>Buyer:</b> Congress	<b>Client/Product/Estimate:</b> . / 12796	<b>Sales Rep:</b> WFLA Political
<b>Schedule Dates:</b> 10/22/12 to 11/11/12	<b>Weeks:</b> 3	<b>Order Ref:</b>
<b>Est./PO Number:</b>	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
9	M-F 730p Entertainment Tonight ...F..	01	2000	30 Comme		1		1	2000
10	M-F 730p Entertainment Tonight M.....	01	2000	30 Comme			1	1	2000
11	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation ...T...	02	4800	30 Comme		1		1	4800
12	M-Su 11p News ..T....	03	1250	30 Comme		1		1	1250
13	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	650	30 Comme		1		1	650
14	M-F 6a News ..T....	01	1450	30 Comme			1	1	1450
<b>Weekly Totals: Total Spots(Ord Spots)</b>					4	8	3	15	

<b>Grand Totals</b>									
<b>Month 10 Weeks: 4</b>					<b>Month 11 Weeks: 4</b>				
<b>Totals</b>					<b>Totals</b>				
Spots 15					Spots 15				
Cost 23140					Cost 5700				

**Grand Totals:**

**Spots:**

**15**

Gross Total:	23,140.00
Commission:	3,471.00
Net Total:	19,669.00

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

**WFLA-TV Tampa-St. Petersburg**

**Date:**

**10/22/2012**

I, Media Strategies and Research,  
being/on behalf of: Keith Fitzgerald, a legally  
qualified candidate of the Democratic political  
party for the office of: U.S. Congress  
in the GE  
election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<b>SEE ATTACHED SCHEDULE</b>					
Date of First Broadcast:			Date of Last Broadcast:		
Thursday, October 25, 2012			Tuesday, November 06, 2012		

**Total Charges: \$23,140.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

DCCC-Fitzgerald for Congress

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jackie Forte-Mackay

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Monday, October 22, 2012

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title